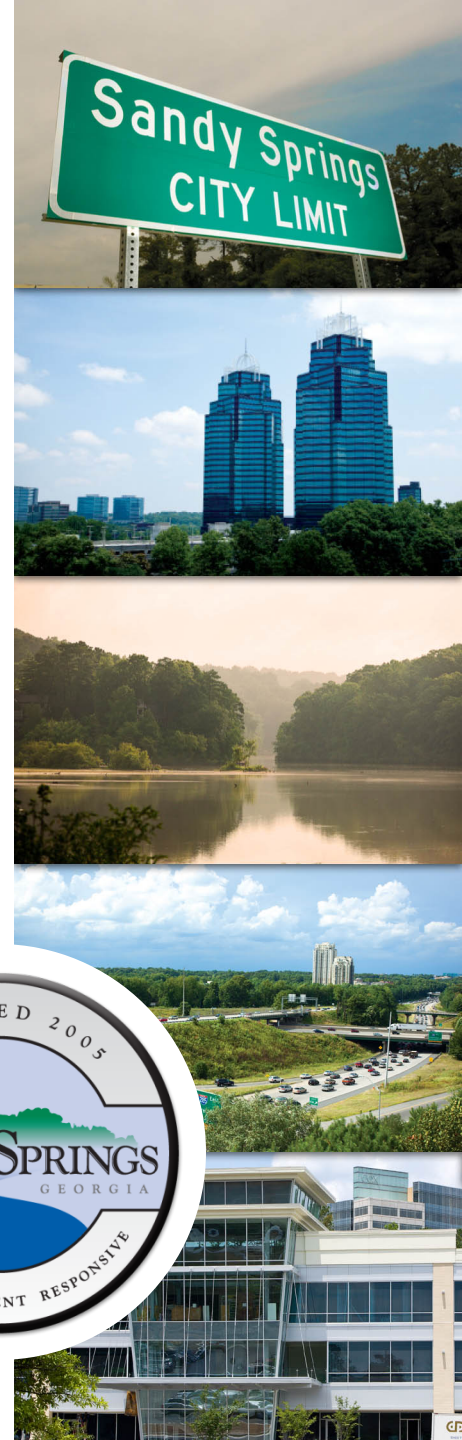


# ROSWELL ROAD THE NEXT TEN YEARS

City Council Retreat  
January 27, 2015



# Roswell Road as Main Street

2

- Community Hub
- Place to shop, run errands, enjoy a meal
- Key road for local circulation
- Address for more than 1,000 businesses
- Contains over 1,500 acres of non-residential zoning

# Roswell Road as Highway

3

- Major north/south State Route
- Moves more than 30,000 vehicles per day
- Averages between 32 and 56 points of access per mile
- Transit and trucking route
- Major utility corridor

# Roswell Road as Economic Drivetrain

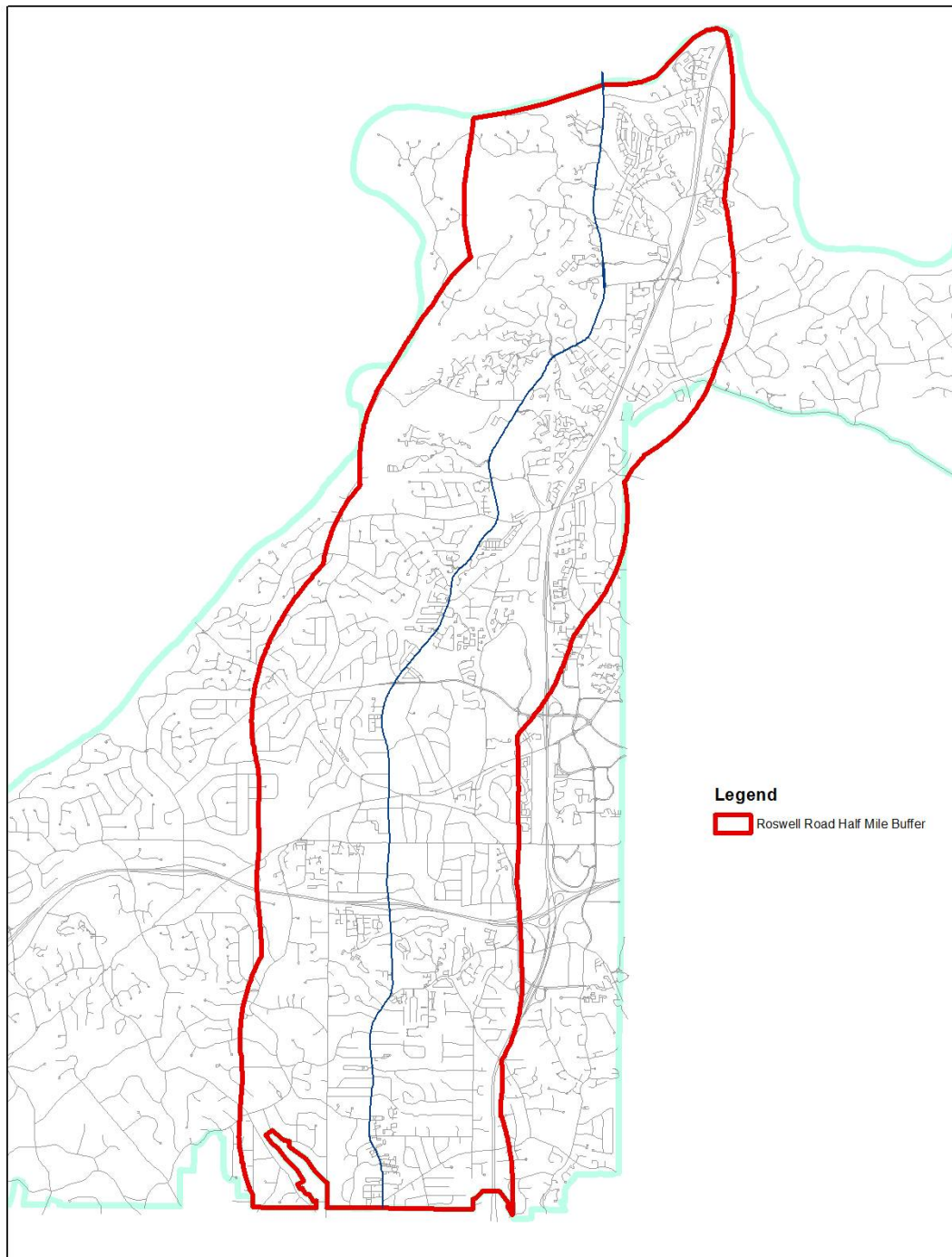
4

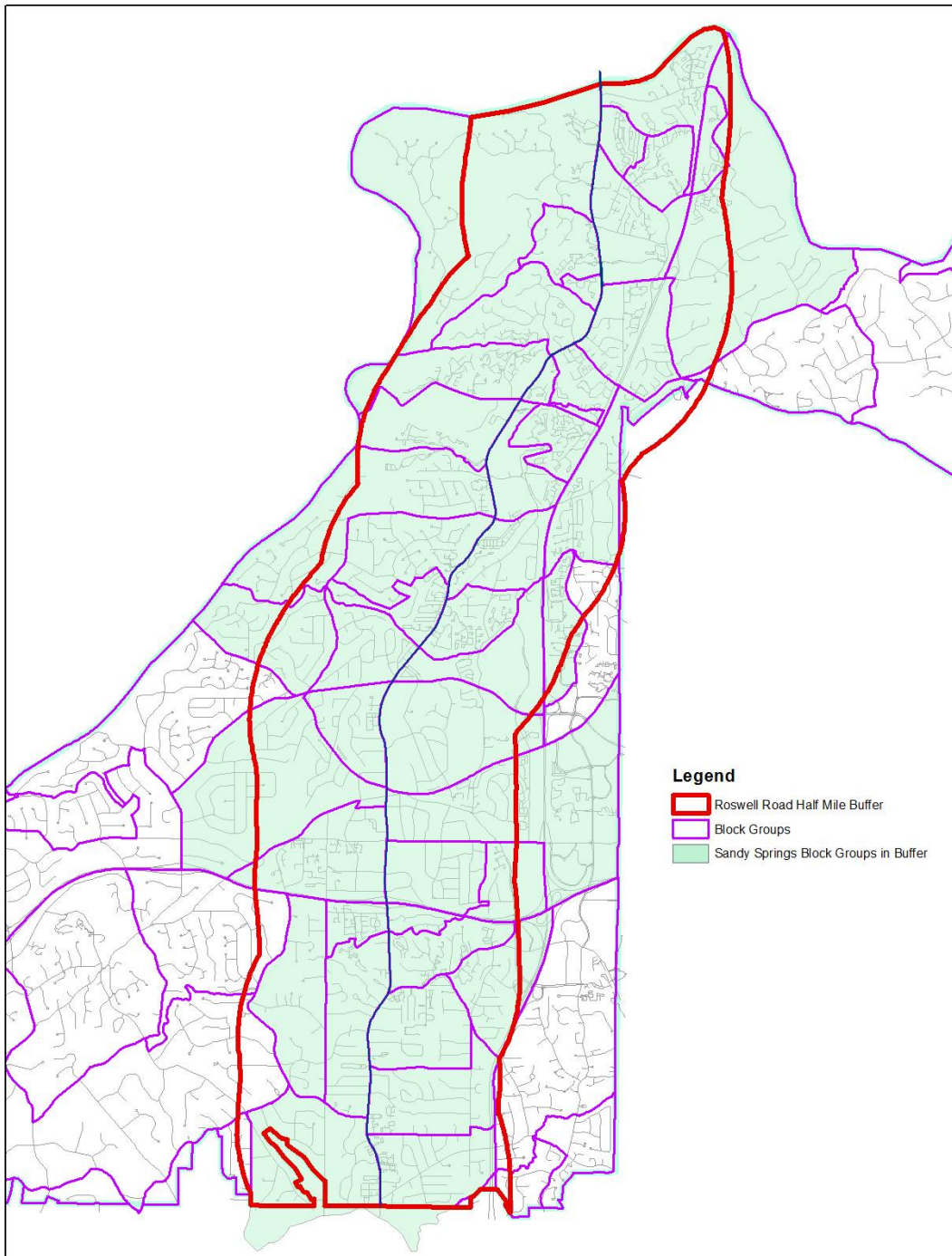
- Mile wide corridor home to approximately 12.6 million square feet of non-residential development including:
  - 5.4 million square feet of retail
  - 4.6 million square feet of office
- 2014 tax value of properties within the corridor totals \$2,933,275,280

# Development Activity

5

Permit Type	Permits Issued
	<b>2013 + 2014</b>
New Commercial Buildings	38
Commercial Improvements	557
New Single Family Detached Homes	180
New Single Family Attached Homes	284
Residential Improvements	715





# Roswell Road as Residential Street

8

Approximately 74,380 or 77% of the City's population lives along corridor

## Housing Characteristics:

- Owner occupied: 13,337
- Rental: 20,326
- \$65,000 average household income

Age	Population
0 to 20	16,481
21 to 40	29,209
41 to 60	17,595
61 to 80	8,061
Over 80	2,677



# Roswell Road as Residential Street

9

- All but 11 of the City's apartment complexes are along corridor
- Four Class C apartment properties (1,021 units) recently rezoned for redevelopment
- Over 700 apartment units submitted for permit or are under construction along the corridor

# Challenges

10

- Keeping business clientele choosing to come
- Amount of commercial development
- Vacant or underutilized commercial properties
- Motivating certain property owners
- Depth and size of some properties

# Challenges

11

- Ensuring resident access
- Lack of street grid and inter-parcel connectivity
- Too many curb cuts/access management
- Lack of right of way to improve streetscape
- Pedestrian corridor that lacks shade and adequate separation from traffic

# Opportunity

12

## As a Commercial Corridor

- **Goal:** Continue to support and grow existing businesses
- **Goal:** Further stimulate desired new development
- **Goal:** Fill or repurpose vacant and underutilized space

# Opportunity

13

## As a Community Hub

- **Balance:** Provide the mix of activities and uses desired by the community
- **Achieve:** The character desired by the community
- **Ensure:** The protection of adjacent residential neighborhoods

# Basic Patterns of Development

14

- Commercial strip
- Parkway
- Village
- New City Center

# Strip Development

15

**Most common development pattern along the corridor**

- Suburban auto-oriented development
- Combination of large shopping centers and small independent buildings
- Many shopping centers with significant amount of vacant space
- Many narrow, small parcels that lack depth

# Strip Development

16

Most common development pattern along the corridor

- Lots of visual clutter
- Lack of street network
- Numerous curb cuts; lack of inter-parcel connectivity



# Strip Development

17



# Parkway

18

## Abernathy to North Springs

- Tree lined corridor
- Residential character
- Some vacant or underused commercial space
- Fewer curb cuts and traffic signals, crossing Roswell Road is difficult
- Vehicular speed is often high

# Parkway

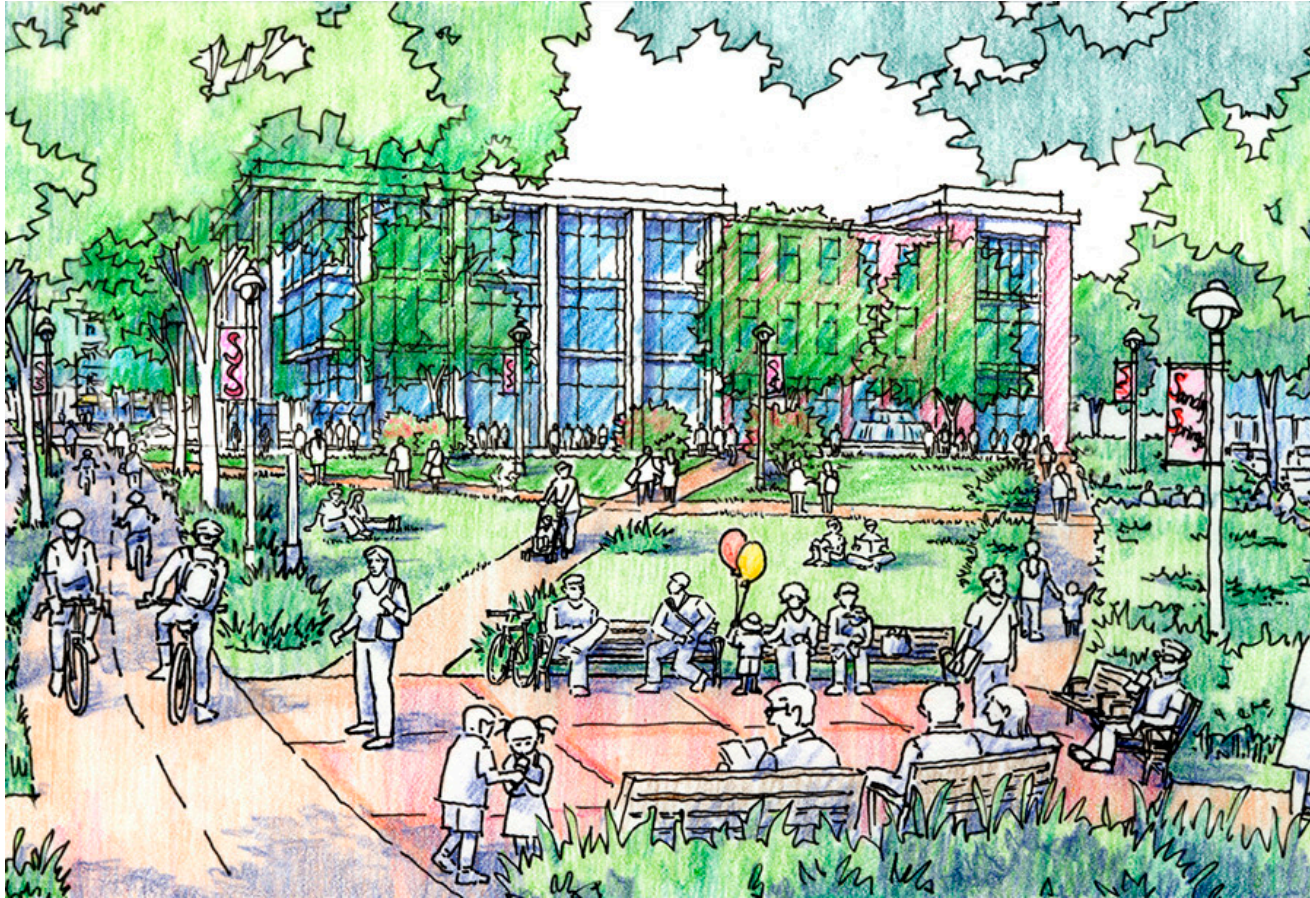
19





# City Center

20



# New City Center

21

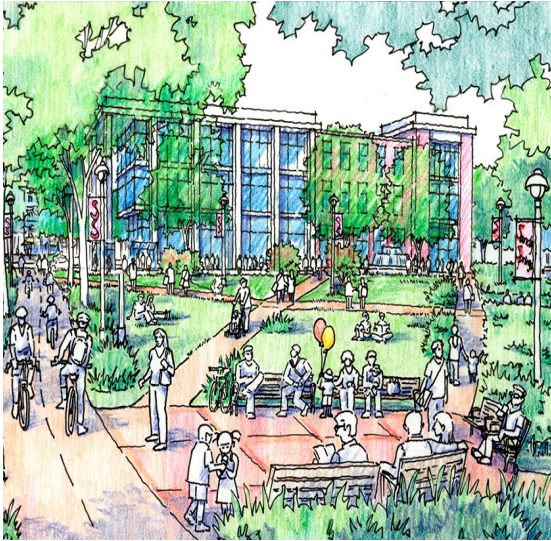
## New civic/cultural center; place of community activity and identity

- Unique, vibrant, rich in amenities desired by the community
- Walkable, mixed-use development that introduces substantial new dining, retail, and entertainment options
- Green space network that links City Center, Sandy Springs' established neighborhoods and existing open spaces



# City Center

22



# Village

23

- Smaller scale activity node
- Mix of housing and shops in close proximity
- Walkable, with a street or pedestrian network
- JLB/Core Gateway project is a planned Village node

# Village

24





# Overall Strategy

25

## Blend and Balance Land Patterns

- City Center will anchor the community and the corridor
- Broaden village approach to encompass areas of adjacent strip development
- Reclaim vacant and underutilized parcels
- Retain parkway character where appropriate

# Strategy

26

## Develop a series of small unique activity nodes along the Corridor

- Smaller versions of City Center
- Enhance walkability and connectivity to adjacent residential development
- Enhance the street network

City Center will anchor the community and the corridor as the most significant node within the City

# Small Area Plans

27

## Roswell Road Corridor Redevelopment Plan

- Small area plans for activity nodes
- Finer detail than the existing Comprehensive Plan
- Recommend provisions for enhanced connectivity along the corridor and to adjacent residential areas

# Small Area Plans

28

## Roswell Road Corridor Redevelopment Plan

- Incorporate significant community involvement
- Obtain market analysis, zoning code and other consultant assistance
- Examine and recommend land use, zoning code, policy and financial steps for achieving

# ROSWELL ROAD THE NEXT TEN YEARS

City Council Retreat  
January 27, 2015

